

REMARKS/ARGUMENTS

Favorable reconsideration of this application, in light of the following discussion is respectfully requested.

Claim 5 is now pending in this application, and is herein amended. Support for the amendment of claim 5 is found at least at page 10, lines 1-21 of the specification. No new matter is added.

In the outstanding Office Action, Claim 5 was rejected under 35 U.S.C. § 103(a) as obvious over Moriguchi, U.S. Patent No. 4,509,823, in view of Ookawa, U.S. Patent Publication 2004/0075897. The rejection of claim 5 is obviated by the amendment herein.

Claim 5 is directed to a method for manufacturing a lenticular lens sheet. The method includes making a lenticular lens substrate that includes convex external light-absorbing sections that are formed by roll printing. The roll printing is performed by rotating a printing roll in a forward direction, with the feeding direction of the lenticular lens substrate being printed on being parallel to the lenticular lens longitudinal direction on the lenticular lens substrate. With the present amendment, Applicant clarifies that roll printing comprises the application of an unhardened material to the outer face of a printing roller, followed by transfer of the unhardened material to the lens substrate when the printing roller turns.

In order to render the present claim obvious, the cited references must teach or suggest all of the claimed elements. Moriguchi does not teach that the roll printing is performed by rotating a printing roll in a forward direction, with the feeding direction of the lenticular lens substrate being printed on being parallel to the lenticular lens longitudinal direction on the lenticular lens substrate. Ookawa cannot correct this deficiency of Moriguchi because Ookawa likewise fails to teach or suggest such an arrangement. Moreover, Ookawa does not teach or suggest roll printing that comprises applying an unhardened material to the outer face of a printing roller, followed by transfer of the

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unhardened material to the lens substrate when the printing roller turns. Instead of using such a process, Ookawa teaches using rollers to which a mold transferring pattern has been affixed to transfer the pattern of the mold onto the lens sheet. *See Ookawa*, paragraphs 0058-0061, Figs. 7-10.

Failing to teach or suggest all of the elements of the claimed invention, Moriguchi and Ookawa cannot render claim 5 of the present application obvious. Accordingly, Applicant respectfully requests withdrawal of this rejection and allowance of the claim.

Consequently, in view of the foregoing discussion, it is respectfully submitted that the application is in condition for allowance. An early and favorable action is therefore requested.

Respectfully submitted,

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